



Mediation: If you would like the AAA to contact the other parties and attempt to arrange a mediation, please check this box ☐.
There is no additional administrative fee for this service.

You are hereby notified that a copy of our arbitration agreement and this demand are being filed with the American Arbitration Association with a request that it commence administration of the arbitration. The AAA will provide notice of your opportunity to file an answering statement.

Name of Respondent: Go North AB

Address: Norra Allégatan 5, 413 01 Göteborg, Sweden

City:	State: Select...	Zip Code:
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Phone No.:	Fax No.:
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Email Address:

Name of Representative (if known): Jeffrey Chubak, Esq.

Name of Firm (if applicable): AMINI LLC

Representative's Address: 131 WEST 35TH STREET, 12TH FLOOR

City: NEWYORK	State: New York <input checked="" type="checkbox"/>	Zip Code: 10001
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Phone No.: 212.497.8247	Fax No.: 212.497.8222
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Email Address: jchubak@aminillc.com

The named claimant, a party to an arbitration agreement which provides for arbitration under the Commercial Arbitration Rules of the American Arbitration Association, hereby demands arbitration.

Brief Description of the Dispute:

EMERGENCY RELIEF, PRELIMINARY INJUNCTION REQUESTED; BREACH OF CONTRACT and TRADEMARK DISPUTE

Dollar Amount of Claim: \$ 3,000,000+

Other Relief Sought: ☒ Attorneys Fees ☒ Interest ☒ Arbitration Costs ☐ Punitive/Exemplary

☒ Other: Preliminary and Permanent Injunction, Transfer of Trademarks

Amount enclosed: \$ 7,700

In accordance with Fee Schedule: ☐ Flexible Fee Schedule ☒ Standard Fee Schedule

Please describe the qualifications you seek for arbitrator(s) to be appointed to hear this dispute:

Hearing locale:

(check one) ☐ Requested by Claimant ☒ Locale provision included in the contract



Estimated time needed for hearings overall:			hours or 2	days
Type of Business:				
Claimant: Amazon seller		Respondent: Amazon aggregator		
Are any parties to this arbitration, or their controlling shareholder or parent company, from different countries than each other? Respondent is from Sweden				
Signature (may be signed by a representative): 		Date: 08/15/2024		
Name of Claimant: BSB Industries LLC				
Address (to be used in connection with this case): PO Box 29				
City: Matamoras		State: Select...	<input type="checkbox"/>	Zip Code: 18336
Phone No.:		Fax No.:		
Email Address: david@masterdealsusa.com				
Name of Representative: Steven Stern, Esq.				
Name of Firm (if applicable): STERN & SCHURIN LLP				
Representative's Address: 595 Stewart Avenue, Suite 510				
City: Garden City		State: New York	<input type="checkbox"/>	Zip Code: 11530
Phone No.: 516-248-0300		Fax No.: 516-283-0277		
Email Address: ssstern@sternschurin.com				
To begin proceedings, please file online at www.adr.org/fileonline . You will need to upload a copy of this Demand and the Arbitration Agreement, and pay the appropriate fee.				